

Sept. 23-24: Savvy Saleswomen Sold On The Sales SheBang Professional Development Event Sponsored By Genoo

Genoo is sponsoring the Sales SheBang 2008, September 23-24 in Minneapolis, Minn. This is a one-of-a-kind professional development event focused on helping salespeople sharpen their skills to stay at the top of their game.

Media Advisory

PLYMOUTH, Minn./EWorldWire/Sep. 5, 2008 --- Selling today is tough, and Genoo knows that the challenge is not just for marketers to connect with leads but to empower salespeople to personalize their interactions with each potential buyer as the process moves forward. That's why Genoo is sponsoring the Sales SheBang 2008 (<http://www.saleshebang.com>), September 23-24 in Minneapolis, Minn. This is a one-of-a-kind professional development event focused on helping salespeople sharpen their skills to stay at the top of their game.

Seasoned sales pros to entrepreneurs and consultants - all need online tools that enable them to quickly and easily personalize the interactions they have with potential buyers. Whether they communicate one at a time or via segments focused on similar interests, the ability to create individual landing pages, personalized and highly relevant content, send e-mails and monitor leads' response to content and communications is critical to creating a customer-focused experience.

Research shows that salespeople spend 40 percent of their time recreating collateral materials to meet their customers' individual needs. Imagine the added "face" time they'll have if they can easily create a personalized landing page to match the interests of a specific prospect. With Genoo, they can have as many landing pages as they need - without having to reinvent the wheel for each one.

Ultimately, both sellers and marketers need to optimize how they use online tools and technology to cut through the clutter and increase their relevance to achieve higher levels of engagement with their best sales opportunities. Genoo is excited to be part of this conference designed to empower salespeople to reach the pinnacle of performance.

About Genoo (<http://www.genoo.com>)

Genoo provides on-demand, subscription-based online marketing tools that create high-relevance connections between companies and buyers. With Genoo, marketers can eliminate the frustrations of online execution and focus on leveraging the system's lead intelligence to create fresh, relevant communications.

About the Sales SheBang - Professional Development for Savvy Saleswomen (<http://www.saleshebang.com>)

The Sales SheBang professional development event, back for its second year in September, 2008, brings together top business-to-business women sales experts and smart, savvy saleswomen. Over the course of the 1.5-day event, attendees and presenters will meet, mingle, network and become better sellers. Although the event is being marketed to women and features primarily female speakers, males are welcome to attend.

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